

## ABSTRACT

Apparatus and method for transmitting one or more custom television channels to each of a plurality of customers. To create a custom channel, a customer selects one or more television programs using a customer interface and submits the selected television programs via the customer interface to a broker. The broker receives the selected television programs from one or more content providers and transmits the custom channels to the customers. Alternatively, the broker may generate custom channel data for each of a plurality of customers and send the custom channel data to a provider, the provider then transmitting the custom channels to the customers. A custom channel may include live television programs as well as pre-recorded television programs.

For reference only